

Mayor's Commission on Poverty Reduction

Meeting Minutes

Date of Meeting: February 27, 2014

Minutes Prepared By: Susan Perry and Nora Farrell (CMO)

1. Purpose of Meeting

- To review and prioritize workgroups strategies and action plans. To review the community meeting action plan. To Receive an overview on workforce development to help inform recommendations and consider potential strategic partners.

2. Attendance at Meeting

Mayor Fraim	Richard Homan	Angelia Williams	Judy Begland
Lynne Berg	Sharon Riley	Sandra Brandt	Joe Dillard
Gary Bryant	Sarah Sterzing	Clarence Coleman	William Crow
Joe Dillard	Linda Rice	Anthony DiFilippo	Michael Goldsmith
Sharon Houston	William Harrell	Kurt Hofelich	
James Wofford	Kirk Houston	Adale Martin	
Nash Bilisoly	Charles McPhillips	Suzanne Puryear	
Hosey Burgess	James Rogers	L'Tanya Simmons	
Deborah DiCroce	Joseph Baron	Sarah Bishop	

3. Agenda

- Welcome/Goal of Meeting/Updates
- Community Meeting Plan
- Overview of Workforce Development in Virginia
 - Michael Cassidy, President and CEO of The Commonwealth Institute
- Update on Plan
 - Revisions and Prioritization
- Closing Remarks

4. Meeting Notes, Decisions, Issues

Welcome/Goals of Meeting/Updates

- Vice Mayor Angelia Williams: Welcomed everyone and thanked them for coming. She asked that the Commissioners finish strong and continue their hard work until the end.
- Saphira: Notes that the Commissioners have been working hard in their work groups and have shown steadfast enthusiasm. She asked if the Commissioners would be willing to have one long meeting in April (4 to 8 pm). Commission members agreed.

News and Announcements:

- Chief Goldsmith: Announced the visit of Hampton Roads Partners on March 20th and March 26th. He introduced Officer Jeff Balen (Jeffery.Balen@norfolk.gov) who would be coordinating the efforts for both visits. Officer Balen handed out cards and took questions from those interested in attending.
- Mayor Fraim announced the 100 Resilient Cities Award from the Rockefeller Foundation. Norfolk was 1 of the 33 cities chosen in the first round, not only from cities in the U.S. but from around the world. This is the Rockefeller Foundation's 100th birthday and they have set aside \$100 million dollars to help cities strategize for resiliency. Poverty and flooding will both be a part of the plan.
- Kurt Hofelich: He had the chance to participate in "Principal for the Day" and he met a Career Development specialist. She offered to give a tour of the Youth Career Development facility on March 25th at 1:30 PM. Please contact him if you would like to attend.
- Judy Begland: She serves on the Hampton Roads Community Foundation board which looks at how the region can be competitive. They are talking about many of the same issues as this Commission.

Mayor's Commission on Poverty Reduction

Meeting Minutes

- Sarah Bishop: Announced that, as a direct result of these meetings, United for Children will be expanding the PB Young effort to Tidewater Park this summer. Mayor Fraim stated he would like to see three locations.
- James Rogers: Stated that with seed money from the CDC, Park Place is now meeting and has some major funders.
- Angelia Williams: Just returned from Richmond and had a chance to see how the state budget was structured. We are losing money for Pre-K due to decisions made by the prior administration. She reported that she had lobbied on behalf of Norfolk and emphasized how important our work is to our youngest children in Norfolk.
- Dr. Simmons: STEM Academy will be collaborating with Norfolk Redevelopment Housing Authority (NRHA); a student from Lake Taylor won a scholarship. The Vice-Mayor requested name of student for her to be recognized.

Community Meeting Plan

- Oneiceia Howard and Susan Perry gave an overview of the community outreach plan. The purpose of the meetings is to listen and learn and share the preliminary recommendations we have developed thus far. There will be 3 large group meetings at the same places as prior meetings and one neighborhood meeting in conjunction with NRHA meetings in Public Housing. Facilitators are needed for each meeting; a sign-up sheet was passed around.
 - The Vice Mayor asked that a more personal question be added. "What can you do as an individual?"
 - An online form for people to fill out is also anticipated.
 - Jim Wofford requested we add radio advertising, due to the feedback we had from last meetings. City staff will look into it.

Overview of Workforce Development in Virginia

- Michael Cassidy, President and CEO (Previously served on the Poverty Commission in Richmond, VA) and Jeff Connor-Naylor of The Commonwealth Institute gave a presentation on the findings of their report. The report summarized the system of state, federal and economic policy related to workforce development, and state and federal workforce development funding. The study was funded by an independent grant and the report is available free on their website. Major findings of the report were:
 - There is a need for workforce development. Unemployment doubled from 2007 to 2012, therefore the size of the labor force is growing. Many individuals who are working don't make enough to make ends meet. (1 in 4 workers don't make enough to live above poverty level). 21% of individuals in Norfolk are in poverty and 27% of children are in poverty.
 - Workers need education beyond high school.
 - 350,000 adults who live in Virginia, speak English less than very well. (Self-reported).
 - Virginia businesses report not being able to find enough "middle skilled" workers.
 - Virginia strengths:
 - 4 Secretariats across the state that serve diverse needs
 - ¼ state resources
 - Main goal is to align services to workers ongoing needs.
 - Challenges:
 - Need for single authoritative coordinator
 - Trouble merging with current needs
 - Adequate services
 - Only 3.5 % of individuals who need literacy training are enrolled in classes
 - Only 2% of individuals who need GED are enrolled in classes
 - Some challenges for enrolling in further education are the high cost of test fees - low-income workers can't afford child care or community college tuition.
 - Judy Begland stated: it's hard to coordinate efforts locally due to the structure in Richmond. Policy needs to be changed around the state to help make it easier. Another comment was made that at the Federal level, it's also hard to coordinate because departments work in silos.

Update on Plan (Revisions and Prioritization)

- Saphira noted that this Power Point update on the work of the Commission to date was inspired by Chief's decision to share our work with Hampton Roads Leadership group. She stated that it was a good time to take stock to see where we are, what's been accomplished, and our remaining tasks

Mayor's Commission on Poverty Reduction

Meeting Minutes

before finalizing. Saphira noted that the full presentation has data on assets and gaps in the City and detail on draft recommendations. A different version for residents will be much shorter and not include any information on the process.

- The overview was intended to recap where the Commission is and ask Commissioners to look at the report broadly and do two things: (1) prioritize overall strategies and list the most feasible, immediate and hard-hitting action steps; (2) list potential community partners for each strategy if your group hasn't had the opportunity to do so.
- Next step is to begin collecting data from work groups and other sources, if needed, and seeing whether there is alignment with some of these recommendations and other efforts going on in the city, and beginning to hone in on the most immediate next steps. More internal work will be done before the April session.
- Saphira reviewed the charts for each work group and asked that Coalition members to rank the 4 strategies they see as most important out of all the work groups. She then asked people to rank the action steps 1-10 for all the work groups. The results are attached.
 - Members inquired about funding for jails and programs.
 - Joe Baron stated that it's hard to have programs at the county jail because the average stay is 50 days.
 - Commission members requested more information on organizations that work with the incarcerated population.
- Chuck McPhillips gave his perspective on facing poverty "head on".
 - He suggested an educational campaign on life choices.
 - If you: 1) finish high school 2) work 40-hours a week 3) wait to have children until after you are married, your risks for being in poverty is significantly lower.
 - Gary Bryant agreed with Chuck, and said its how you present it to certain audiences. Start early and start young.
 - Another member stated this does not solve the problem for those that are in poverty now and it does not solve the generational poverty problem.
 - Chief Goldsmith does not think a media campaign is the way to approach or solve the problem. There are plenty of single parents who work full time and still do not make enough to make ends meet. He suggested that the best we can do is design programs and policies that help lift people out of poverty.

Closing Remarks

- Mayor Fraim thanked everyone for coming and commented on the strong attendance and how their presence shows there is no lack of enthusiasm, hard-work or commitment on behalf of Commission members. He thanked all members for their participation.

5. Assignments		
Action	Assigned To	Notes
Identify local/regional organizations that work with the incarcerated population and best practices.	Susan Perry Saphira Baker	Share with Commission in April
Research effective approaches to reducing unplanned pregnancies.	Saphira Baker	Share with Commission in April
Name of Lake Taylor student who won scholarship in Richmond.	Dr. Simmons	Provide to Vice Mayor Williams

6. Next Meeting			
DATE	TIME	LOCATION	RECORDER
April 24, 2014	4 to 8 pm	3rd Precinct; 901 Asbury Avenue	Nora Farrell
Agenda: TBD			

Mayor's Commission on Poverty Reduction
Meeting Minutes
